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**ABSTRACT OF THE DISCLOSURE**

A continuous elongated element coming from an extruder or a supply reel is wound into coils disposed consecutively close to each other on a cylindrical forming support. A pusher element urges each coil formed on the forming support against the previously formed coils causing translation of same to a cutter. Following cutting of the coils, a continuous semifinished product is obtained which has elongated reinforcing elements disposed parallel and close to each other and transversely of the longitudinal extension of the semifinished product.